# RTES NEWS

#46 March 27, 1962

**EXTRA! EXTRA! ALL ABOUT THE BIG FIRST COLLEGIATE BROADCASTERS CONFERENCE MARCH 29 & 30 AT THE PARK-SHERATON SPONSORED BY RTES.**

**PROGRAM PACKED WITH PARTICULAR PUNCH.**

**STATIONS GIVING SCHOLARSHIPS.**

*(This issue of the Newsletter is especially pertinent to the Conference. However, you'll find other news. Like: STANTON Made Life Member (page 3), Broadcasting Follies Going Historical (page 3), RTES Charter Flight (page 4). We suggest reading through!)*

THE COLLEGIATE BROADCASTERS CONFERENCE: Starts at 9:30 A.M. Thursday, March 29th and will give the representatives of the campus stations a lot of meat, potatoes, and desert right up to adjournment Friday late afternoon. The program as announced by chairman RICHARD P. JONES (J. Walter Thompson) follows in telegraphic style:

March 29

8:30 - 9:30 Registration
9:30 - Welcoming remarks, RTES PRESIDENT MATTHEW J. CULLIGAN (Interpublic)
9:45 - 12:00 CRAM COURSE IN STATION PROGRAMMING.
Moderator: Mark Olds, WNEW Radio, N.Y.
Panel: Mrs. Alice Koch, KMOX, St. Louis; Harold Halpern, WNYC, N.Y.; Dom Quinn, KDKA, Pittsburgh; Bill Wheatley, WIBG, Philadelphia.
12:30 - Luncheon - SPEAKER: FRANK SHAKESPEARE, JR., V.P. and Assistant to the President, CBS Television.
2:30 - Afternoon visit to New York Radio & TV stations and networks.
7:00 - Dinner - SPEAKER: To be announced.

The second day will include:

March 30

9:00 - 12:00 BULL SESSION - RADIO WORKSHOPS
Moderator: Allen Ludden, College Bowl Quiz.
Panel: on the dais - Several Collegiate Broadcasters.
In the Audience, lots of others. All participate.

(continued on next page)

Collegiate Conference (continued)

12:30 - Luncheon - SPEAKER: WALLACE ELTON, Executive V.P., Manager New York Office, J. Walter Thompson Co.

2:15 - 4:00 BROADCASTING CAREER BOARD
Moderator: Lawrence Deckinger, V.P., Grey Advertising Co.
Panel: Eldon Campbell, V.P. and Gen. Mgr., WFBM-TV, Indianapolis; John Sternburg, L. F. Stowell Associates, Management Consultant specializing in advertising personnel procurement; Robert F. Lewine, V.P., CBS Films.

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INVITATIONS FOR SUPPORT WELL RECEIVED: A much delayed invitation to Radio and Television stations and group owners has brought forth substantial financial assistance for the Collegiate Broadcasters Conference. The request was to set up "scholarships" which would be granted to student operators to cover part of their expenses to New York. The two day conference, including lodging has been made available at the economical price of only $25. But the student not-wallowing-in-gold operators needed a leg up on transportation. A complete list of donor stations will be published after the conference, for phones are humming and new call letters are being added every hour. As we return the proof to our printer we list 15 contributors. There's still time to help!

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*LET'S STRESS A POINT. The Collegiate Broadcasters Conference has been planned for those many hundreds of undergraduates who are operating campus stations. Over 250 stations varying from full AM or FM operations down to wired systems are included, given FCC sanction and regular call letters. Very few of these young men and women are enrolled in courses in radio, television, advertising marketing or journalism for the simple reason that their operations are on campuses where such courses aren't given. But they are an integral part of the great American system of broadcasting, and we hope many of them, having got a taste of the excitement of this business, will decide to make it their life's work.*

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LIST OF COLLEGES IMPRESSIVE. We thought we'd start this list of the colleges from which registrations have been received alphabetically. No soap. They are coming in too fast to keep up. We'll just list 'em as they came in. UNION, NEBRASKA, BAYLOR, ALABAMA, ST. LAWRENCE, PURDUE, HAMILTON, RICHMOND, OTTERBEIN, COLGATE, BOSTON U., HOUGHTON, KENYON, SPRING HILL (Ala.), U.S. NAVAL ACADEMY, PENN STATE, CENTRAL CONNECTICUT, BOWDOIN, HOFSTRA, HOLY CROSS, CHICAGO, MIDDLEBURY, AUGUSTANA (Ill.), PRINCETON, TEMPLE, YALE, COLUMBIA, N.Y.U., ST. MARY'S (Texas), EASTERN CAROLINA (N.C.), OHIO, NEW HAMPSHIRE, OLIVET.

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RTES MEMBERS ASKED TO MEET THE COLLEGIANS. A large part of the plan for the Collegiate Broadcasters Conference was to have the undergraduates meet some of the practitioners of the broadcasting and advertising fields. This is where you come in. The two luncheons on Thursday and Friday 29 & 30th of March, as well as the dinner on Thursday should have at least a 1 for 1 ratio of student and "pro". You'll enjoy it, and if you have some of your younger element attend, they can be effective ambassadors. The speakers at the three events (see program on page 1) each will have something to say which will prove valuable to your own group. Come on over. It will give you a refresher in enthusiasm for your chosen field. Luncheons are only $6 a person, dinner $7. Make reservations through RTES PL 8-2450, Cecile Kochiras.

BROADCASTING FOLLIES TO HARK BACK: The "plot" of the 1962 or Second Annual Broadcasting Follies is a jump or should we say, flash-back to Television's early days. Like a doting parent showing the family album to Sis' date - there'll be shown old kines and film-for-TV interlaced with comments and quips by some of the stars who were there. TED BERGMANN, (Revlon) Board contact and WADE BARNES (Barnes) are producing this special spectacular. And they know that lots of people have treasured "recordings" of the mid-forties and before. If you are one - TED and WADE - and all RTES would be grateful to you for letting us use your prize on May 16, 1962. Call RTES office and give the good word.

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STANTON ELECTED TO HONORARY LIFE MEMBERSHIP: Following a previously established "custom", DR. FRANK STANTON, as the latest recipient of the RTES Gold Medal was elected to Honorary Life Membership. Since the day, late in 1939, when an organization of people in broadcasting was first conceived, to the present, only 36 persons have been made Honorary Life Members. In addition to the previous Gold Medal recipients, DAVID SARNOFF, President JOHN F. KENNEDY, Former Vice-President RICHARD M. NIXON, they include 29 who have served as president of the RTES and its two predecessors the Radio Executives Club and the American Television Society.

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*RECORD BREAKING MEMBERSHIP TOTAL IN SIGHT. The adding of DR. STANTON to our list brings the total membership in all categories to 1178. Only 31 needed to beat last year's record total of 1208. With over two months to go before the end of the fiscal year, May 31, there is little doubt that a new high will be reached. Membership Chairman HERMINIO TRAVIESAS (BBDO) has been given authority by the Board to accept new members on the basis of their dues covering the 14 months ending May 31, 1963. With this added incentive, he urges every member to make it a point to invite a friend to join. And, since we are in the midst of our Collegiate Broadcasters Conference, let us remind all members that bona fide faculty members enjoy a 50% "scholarship" on dues. Call or write the RTES office (444 Madison) and have them send out an invitation to a colleague or a friend on a campus....next admission April 9th.*

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*BIRDS & BEES NOT ONLY ONES WHO FLY. There are those who are planning a European vacation and who think that getting on the RTES Charter KLM DC 7-C on June 21 is a great way to start the summer..... and vacation! London gets to see them next morning and all over the map they go until July 16 when they dine at the Amsterdam Airport to start back in the evening. Home 17th AM.....if you got to you can get to your office for the coffee break. Price $285 basis 68 passengers. But don't wait to make your reservation. Call RTES right now.*

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ALSPAUGH SELECTS AIDES FOR FUN DAY: The fourth annual Fun Day committee has been beefed up by Chairman JAMES M. ALSPAUGH (H-R) with a team largely made up of veterans from previous years but including a good proportion of newcomers. In view of the possibilities of hitting another heat wave, which had people wilted in 1961, the committee is scouting for a country club available in July which offers an air conditioned dining room.

Those who are now on the committee and their specific assignments are: Arrangements, FRANK STISSER (C. E. Hooper); Tickets, DAN WEINIG (WPAT); Sports program, GUS NATHAN (WBRY-Waterbury); Awards and Prizes, ELISABETH BECKJORDEN (Beckjorden);

Promotion and Publicity, EVELYN KONRAD (Konrad) and RAMONA BECTHOS (Ad Age); Attendance, HAL SIMPSON (Esty) and JACKIE DA COSTA (Bates). ALSPAUGH will be glad to hear from others who may want to help.

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"A BUNCH OF THE BOYS WERE WHOOPING IT UP....." That famous line of Robert Service's could serve to start a history of the RTES. Two years back when we were celebrating our Twentieth Anniversary, we asked our readers to let us know what they knew of the first wayward..... oh! sorry!..... toddling steps of our organization back in 1939. We'd heard a variety of stories, all along the same general pattern. SHERMAN GREGORY (Cellomatic) called and said in effect "I wasn't actually involved with the formation but I was somewhat responsible. I was manager of KDKA, then an NBC Managed and Operated station, and to inaugurate our new transmitter, NBC brought a group of New York agency people to Pittsburgh. Bill Hedges, then head of Station Relations shepherded them."

We'd heard part of this from Bill, so thought we'd try one of the agency guests. Tom Mc Dermott (N. W. Ayer) and currently on our Board confirmed the story, and said "Yes, it was a real fine party, and Pittsburgh never looked mistier..... but we had a right royal time and sure enough someone on the way back said, 'we should get together now and again'."

Well the rest is well known history. They did get together, and more joined them, and soon we had "The Broadcasters' Bull Sessions" and in a couple of years the Radio Executives Club..... In our usual merry-go-round sort of way, we felt it would be good to track down who had said that immortal if not entirely original phrase. But who's got time for important matters like that?

Then by gosh the other day we found out! NICK KEESELY (Lennen & Newell) called up to reserve a table for the 22nd Anniversary Dinner and said "You know, I'm the guy that started it all." We asked for more. He repeated the well known story, and filled in the missing detail. HE was the one who suggested more gatherings!

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Of course someone is bound to follow this up with the suggestion that we publish a history of the RTES. It's a great idea! We're going to propose that it be done for the Silver Jubilee Year which will start the Fall of 1964. And you, dear reader, are a part of our editorial research staff. Have you in your files, up in the attic, or in those vaults in the Adirondacks they keep telling us about, any material which an historian might find useful? Old notices, press clippings, pictures, transcripts of speeches, etc., etc., etc. We have a good start. More is needed.